A COMPARISON OF CELEBRITY AND NON-CELEBRITY NGOS FUNDING

WATER PROJECTS IN SUB- SAHARAN AFRICA

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CAPSTONE ABSTRACT

A Comparison of Celebrity and Non-Celebrity NGOs Funding Water in Sub-Saharan
Africa

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This research study examines NGOs' funding strategies and compares celebrity- and non-celebrity-funded NGOs' approaches. By analyzing Sub-Saharan African countries, I will determine and categorize regional differences based on gross domestic product per capita and water scarcity levels. I will also examine how various NGOs became involved in funding water projects in Africa and their relationships within particular countries. Finally, this study will investigate several organizations decisions to focus on sustainability and mass coverage, rather than funding as I hypothesized.

A qualitative approach was selected as the research method for this study, through the use of structured interviews. The research findings indicate that celebrity-funded NGOs and non-celebrity-funded NGOs share more similarities than differences as their responses were all very much alike. However, their approaches differ as celebrity-funded NGOs decide to base their projects on the number of people helped, while non-celebrity-funded NGOs chose to focus more on the longevity of their projects.

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Their honesty and contribution is greatly appreciated.

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Part I

1.1 Introduction

Water scarcity occurs when there is the lack of sufficient available resources to meet the needs of water within a region. The continent of Africa is a main region that deals with this scarcity. As the most impoverished continent in the world (World Bank), almost all countries in Africa lack major resources such as water, causing several organizations and groups to donate their time and contributions. Water scarcity is categorized by economic and physical levels. Physical water scarcity occurs when the demand for water surpasses a region's ability to provide a population with needed water. Economic growth can result in physical water scarcity as water is channeled into economic production. On the other hand, economic water scarcity occurs when government investments in water resources are so low that they are not able to meet clean water demands for the population, which results in people drinking and using contaminated water.

Groups such as non-governmental organizations often work in water-scarce areas to help those in need. Non-governmental organizations are not-for-profit groups that aid countries worldwide through donated funding. There are over four thousand NGOs throughout Africa helping to provide clean water sources, fighting for poverty, and contributing to education (Worldwide NGO Directory). By comparing celebrity- and non-celebrity-funded NGOs, the objective of my research is to gain a better understanding of their choices in funding specific countries as opposed to others. Based on the CIA World Factbook I will analyze and categorize African countries based on (1) GDP per capita, [disadvantaged, mid-advantaged, and advantaged] and (2) water scarcity [economic and physical].

Findings from this study show that celebrity-funded NGOs and non-celebrity-funded NGOs share more similarities than differences. All interviewed organizations shared the same goal – clean water for people in Africa. Many participants even reported using the same water implementation strategies (i.e. pipelines, boreholes, and hand pumps). Furthermore, all participants reported that there are not any countries their organizations have tried to work in and were unable to. It is apparent that funding strategies are not the driving force for NGOs' decisions. Instead, there are differences in the goals of each type of organization. Interview reports show that non-celebrity-funded organizations are more interested in implementing and sustaining clean water irrigation systems over time until clean water flow is consistent rather than implementing irrigation systems in one area and then looking for other areas to help as well. In contrast, the celebrity-funded NGOs value clean water sustainability yet unlike non-celebrity NGOs, these organizations focus more on mass coverage. The reasoning as to why non-celebrity NGOs are working in fewer areas than celebrity-funded NGOs is not due to differences in funding or methods, but contrasts in goals.

Both goal types present positive and negative outcomes. Non-celebrity NGOs' techniques can be positive, as they intend to guarantee clean water consistently for people over a long period; they also limit the number of people who are helped. On the other hand, celebrity-funded NGOs take sustainability into consideration but find it more important to help as many people as possible, by creating many projects in countries worldwide. This goal is positive as well, as it increases the number of those affected and provides clean water for as many people as possible. However, it does not focus on preservation of

clean water irrigation systems. Furthermore, organizations' objectives are not derived from funding but on goals of sustainability or mass coverage.

1.2 Outline of study

Part two reviews the literature corresponding to the research topic. This section will discuss water scarcity in Sub-Saharan Africa, as well as define and compare physical and economic water scarcity. It will identify the different water irrigation systems and compare them based on longevity and market pricing. This section will then define an NGO per the United Nations criterion, and differentiate intermediary and community-based NGOs. Finally, it will analyze NGO relationships with governments, by discussing the findings of researcher Michael Bratton in comparison to interview responses from this study.

Part three will present the methodological approach undertaken in this study. It will discuss the aim of the research study, and the data collection methods used based on Rubin & Rubin's *Qualitative Interviewing: The Art of Hearing Data.* It will also discuss the limitations which this study posed as well as the benefits of interviewing.
Part four will present the findings obtained from the data collection and analysis.
GDP per capita is explained based on the World Bank's definition. Sub-Saharan African countries that selected NGOs are working in are then categorized on a scale ranging from disadvantaged to advantaged. This section also presents a comparison of the number of countries celebrity-funded NGOs are working in versus non-celebrity NGOs. Lastly, the different themes that emerged through data analysis will be presented with supporting quotes from the interviews.

Part five will conclude with a summary of the complete research study along with a comparison of NGO approaches relating to sustainability and mass coverage.

Part II: Background & Literature
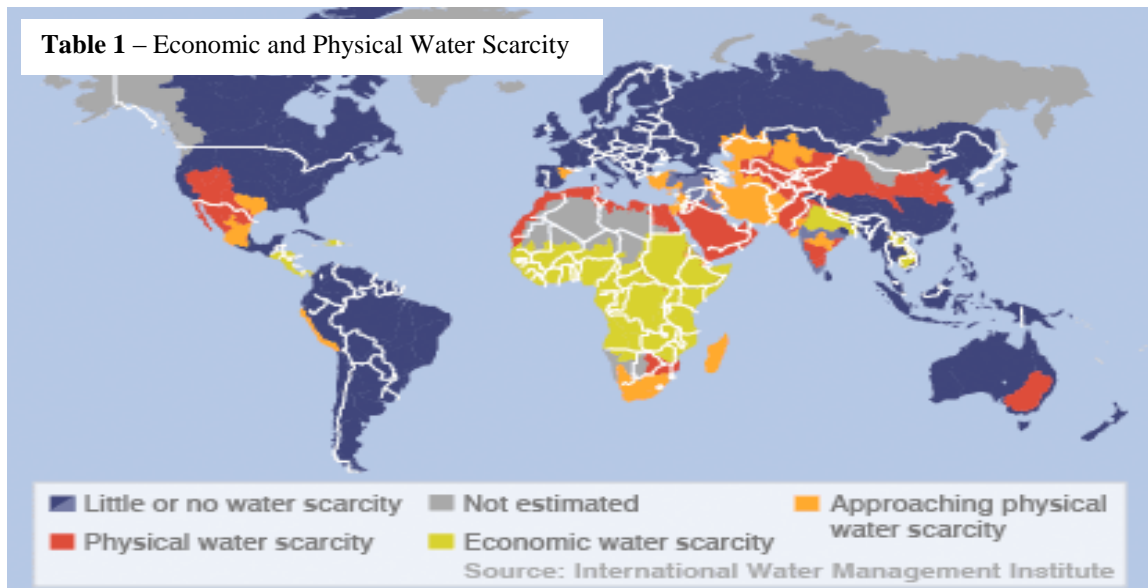
2.1 Background

The aim of this section is to review the literature available on water scarcity and NGOs. It will define physical and economic water scarcity levels and examine the statistics of water sources in Africa such as rainfall, rivers, and lakes. In addition, it will identify the most common irrigation systems used to provide clean water and compare them based on durability and price. This section will then transition to discussing NGOs, by defining these organizations based on the United Nations standards. Next, this section examines NGOs' relationships with governments and researcher Michael Bratton's findings are compared to those found in this study.

2.2 Water Scarcity

The World Bank recently concluded in 2016, that all regions were on track for meeting the water target of 75% clean water regional coverage, except for Sub-Saharan region of Africa. Between 2015 to 2016, Africa has lost 5% of its GDP, due to poor water and sanitation infrastructure and the World Bank projects that by the year 2050 GDP will only worsen due to water-related impacts on health, agriculture, and overall income (World Bank). In 2005, only 58% of the population of Sub-Saharan Africa had access to clean water and it is predicted that by 2025, no less than twenty-five of the forty-eight countries that are expected to be facing water shortages will be in Africa (World Bank). This means that approximately six-hundred ninety million African will live in water scarce areas, which totals nearly 48% of the Sub-Saharan populations. The 2016 United

Nations Economic Commission for Africa (Water in Africa) estimated that three-eighths of those who live on the African continent deal with water scarcity.

Water scarcity is both a natural and human-made occurrence and is categorized into two types: physical and economic. Physical water scarcity can occur in areas where water seems abundant but resources are over-committed. Physical water scarcity occurs in a region when there is not enough water to meet all demands for agriculture and ecosystem efficiency. Currently, Africa has seventeen rivers and more than one-hundred sixty lakes, most of which are near the sub-humid African Highlands within the Rift Valley and the equatorial region (Kumssa & Yuen, p.71). Since many of Africa's water basins are international, agreements between countries that share bodies of water are crucial. As the potential conflict among riparian countries has increased in recent years it is only more likely to escalate as water scarcity continues to increase. The climate has also affected water availability in African countries, with a prevalence of droughts and scarce rainfall, the citizens of the impoverished countries must seek water far from their homes. Rainfall is scarce due to climate change as the continent of Africa has higher evaporation rates which results in lower percentages of precipitation that contribute to renewable water resources (Harvey & Reed, p. 368). Many in Sub-Saharan Africa suffer from economic water scarcity due to the shortage of financial means to obtain adequate water (Turpie, Marais & Blignaut, p.792). As shown in Table 1, the majority of the countries in Sub-Saharan Africa are dealing with economic water scarcity, yet physical water scarcity is mainly affecting northern and southern regions of Africa (Map Details Global Water Stress).

Table 1 – Economic and Physical Water Scarcity

Little or no water scarcity — Not estimated — Approaching physical water scarcity
Physical water scarcity — Economic water scarcity
Source: International Water Management Institute

Economic water scarcity deals with the time consumption and the lack of funding to provide reliable and safe water. Author Lliane Loots discussed the gender inequalities African women face as they are left traveling miles for clean water while those in more affluent neighboring countries do not have to go too far for the things they need. As only 1.8 billion worldwide have access to clean water within one kilometer of their homes, African women and children travel, on average, twenty kilometers for water (Loots, p. 3-4). Additionally, there is inequality within various African countries as well, as urban populations have access to piped water, while rural populations do not. The supply of water is not evenly dispersed nor is it easily accessible due to the lack of resources and low economies.

Researchers David Nilsson and Ezekiel Nyangeri Nyanchaga studied the public water sector and reform in Kenya. Through cross-disciplinary and socio-technical approaches, researchers examined urban water supply over the last century, that interact with political, economic and demographic processes. Due to changes in the institutional framework of

the Kenyan water systems since the colonial era, it has been difficult to preserve public water (Nilsson & Nyanchaga, p.150). Recently sector reforms are working to implement incentives to address service standards so that a public water supply is provided to the urban poor.

Moreover, economic water scarcity can be effectively handled with simple infrastructure that derives water from the ground such as boreholes, pipelines, and hand pumps. Groundwater is very important because it is a main source of drinking water for over 40% of African countries (Rutten). 'Water and Sanitation Program' researchers Hoang Gia and Fugelsnes studied seven African countries (Benin, Burkina Faso, Mali, Mauritania, Niger, Rwanda and Senegal) that are facing economic water scarcity and discovered that nearly 25% of the African rural population uses piped water mechanisms (Hoang Gia & Fugelsnes, p. 3). In 2008, researchers found nearly five-thousand piped water mechanisms in the seven countries sampled. African water sources for consumption are mainly distributed through ground water pipelines and boreholes. A standpipe is a vertical pipe/tower that is pumped through a hose to obtain water. Piped water is the most used source of drinking water in urban areas; however, boreholes are becoming a secondary source. A borehole is a deep and narrow hole made in the ground to obtain water. As pipelines can last an average of fifty years, they are the most expensive source to implement, while boreholes are a bit more affordable with a less extensive projected lifespan of thirty to forty years. The cheapest water source alternative is hand pumps, but this source only lasts ten to fifteen years and provides low to mid-water pressures. Hand pumps are manually operated water pumps that require human power to push water out of its attached tank/well. Non-governmental organizations

working in African countries generally use pipeline and borehole construction to implement clean water sources because of their longevity and mass availability. But due to an absence of infrastructure, water scarcity is still prevalent in these areas.

Luengo, Banerjee, and Keener studied the filtration of water in Sub-Saharan Africa. Researchers found that the most common water source alternative in this region is water that is dispensed from standpipes as opposed to household resellers and water tanks. In the cities of Sub-Saharan Africa, private households with water connections and yard taps are more reasonably priced for consumers than standpipes. Although standpipes are mainly financed by utilities, the prices charged by standpipe operators to the public are based on the reseller's price and standpipe models. Due to current water restrictions and modernized standpipe models, there has been a huge increase in the price of water (Luengo, Banerjee & Keener, p.27). Standpipe prices are higher than water connections because the water is often resold to consumers.

In this study, interviewed NGOs discussed different water filtration mechanisms and compared their different strategies on both an economic and agricultural basis. Six out of the eight NGOs revealed that standpipe implementation was their main strategy. While all participants admittedly used boreholes and hand pumps, they are not as popular amongst the chosen interviewed NGOs.

2.3 What is a NGO?

The United Nations defines a NGO as:

> ... not-for-profit, voluntary citizens' group, which is organized on a local, national or international level to address issues in support of the public good. Task-oriented and made up of people with common interests, NGOs perform a variety of services and humanitarian functions, bring citizens' concerns to governments, monitor policy and

programme implementation, and encourage participation of civil society stakeholders at the community level. They provide analysis and expertise, serve as early warning mechanisms, and help monitor and implement international agreements. Some are organized around specific issues, such as human rights, the environment or health (United Nations).

The United Nations categorizes NGOs in two parts – intermediary and community-based. Intermediaries are substantial in size and fiscal revenue and are sometimes celebrity endorsed. These organizations are also well-known international NGOs that originate and are usually headquartered in developed countries and carry out operations in developing countries. In contrast, community-based organizations are usually smaller in size, scope, and financial resources. Some community-based organizations are the recipients of goods and services from intermediaries and are sponsored by larger organizations (United Nations).

The primary purpose of a NGO is to promote and defend a specific cause. In doing so the background of those being helped should always be taken into consideration to implement positive changes. In *The Anthropology of Development and Globalization* the authors research globalization and developing countries in relation to anthropology. By examining international funds and NGOs, the authors share the politics of developmental knowledge, consumption, environment, and gender in relation to campaigns to reform the World Bank; while also discussing the collapse of socialism, and the limits of post-developments. Researchers discuss NGOs' roles in the development process in helping impoverished societies in Africa by implementing healthcare and agricultural systems. This article is insightful because it provides information on globalization and its relation to NGOs; as researchers' detail NGOs' international responsibilities and development strategies through the efforts of providing jobs for citizens and the delivery of goods to

communities (Edelman & Haugerud, p. 27). This information relates to my study as it provides a background on the obligation NGOs take on when helping others internationally.

Furthermore, anthropologist James Ferguson analyzed the steps taken by South African communities and governments, which lead to 'development discourse'. Development discourse is defined as the language used by development specialists which can influence the way a development is delivered. By examining the Thaba-Tseka project in Lesotho, Ferguson explained how various agencies and organizations often went into third world countries and focused on everything except economic stability. Ferguson showed that despite the knowledge and overflow of resources that went into development projects, only ignorance was shown regarding the political and historical realities of those in need of help. Ferguson believed that governments unfairly decide the allocation of resources, causing many people to be stuck in poverty.

Additionally, researcher Timothy Mitchell also examined the historical context of nationalism, war, welfare, and agriculture produced from techno-politics in Egypt during the twentieth century. Through the governmental forces of power, logics, and imperatives, stereotypes as well as repeatedly produced in documents created misrepresentations of Egyptian citizens (Mitchell, p.153). Political forces turned programs of economic reform in unanticipated directions. The Egyptian national economy was formulated through the types of debt, discipline, and violence which founded the methods of measurement, circulation, and exchange and the institution of private property.

Research findings from both Mitchell and Ferguson are insightful for my thesis as they offer historical context of African states and failures due to a disregard of the context of African citizens. Based on interviews in this study, two NGOs' attested to working in countries because of the historical context and statistics of water scarcity in Sub-Saharan Africa.

2.4 Non-Governmental Organizations' Relationships with African Governments

Originally, I hypothesized that celebrity-funded NGOs work in more countries than non-celebrity NGOs because of their affluence in funding and resources. Yet study findings show that countries are chosen mainly because of the established relationships organizations have with their sponsors, the citizens of these countries, and even government officials. African governments have laws and regulations in place to control NGOs. Political scientist Michael Bratton studied the politics of African governments in relation to NGOs and concluded that the relationship between governments and non-governmental organizations are mainly influenced by political considerations rather than economic advancement. His research shows that African governments have had contradictory responses to NGOs: while valuing their economic resources, there is a resistance in political pluralization. Political pluralism is defined as a society where multiple entities, organizations, and groups share political power, which can cause an uproar as some governments want to hold onto their power (Bratton, p.573). Although African governments value the material contributions being made for the betterment of their societies, these contributions are not enough as their main concern is the stability and plans set thereafter for the betterment of the citizens (Bratton, p.585). In order to receive government permissions to work in a country, NGOs must undergo extensive

registration and governmental supervision to avoid policy conflicts. Countries such as

Ethiopia, Uganda, and Zimbabwe implement strict laws such as registration requirements

and access to all reports, as the government implements direct policies to set standards on

organizations' development (Bratton, p. 570).

Although Michael Bratton's research claims that African governments pose difficulties to

NGOs, NGOs interviewed in this study show that this is not true. Many participants

stated that African governments are not only supportive, but they are communicative of

local and national updates to ensure the NGOs' progress. Interviewees reported that their

relationships with citizens and governments are the driving force of their campaigns and

the 'strict' laws that Bratton discusses do not cause a hindrance in their projects'

completion. Interview responses from my study also show that countries such as Ethiopia

and Uganda, despite strict national regulations, are worked in by several chosen NGOs.

Organizations decide where to work based on either personal relationships or

recommendations made by major sponsors such as the World Bank. The national and

local governments seem to be supportive and welcoming of groups.

In *The Politics of Non-State Social Welfare,* the authors explored the positive effects of

non-state providers such as private companies and non-governmental organizations. By

examining communities in Sub-Saharan Africa and Latin America, researchers found that

NGOs and other groups launched several initiatives to restore programs and reduce costs

for the betterment of local citizens (Cammett & MacLean, p. 44). Researchers show that

NGOs, community-based organizations, and other non-state providers are providing

public services and goods that local governments are not. Through the implementation of

several social welfare tasks, the relationship between citizens and states were transformed

as non-governmental groups and organizations expand existing efforts. Researchers focused on three major outcomes: sustainable welfare, citizen accountability and state capacity. Cammett and MacLean highlight the positive outcomes groups such as NGOs have on various countries.

The primary aim of this chapter was to review the literature relating to water scarcity and NGOs. It discussed and defined physical and economic water scarcity, and identified the different water irrigation systems used to aid scarce regions. This section also analyzed and differentiated NGOs as per the United Nation's criterion. Information gathered from research helped to frame this study's methods and interview analysis.

Part III: Methods

3.1 Background

The aim of this section is to explain the methodological approach used for the outreach and interviewing of participants. This section will explain why qualitative interviews were chosen for this study based on authors Rubin & Rubin's interview criteria. It will then detail the interview methods, research questions and limitations due to sample size. Finally, it will discuss the relevance of the interviews.

3.2 Interviews

Based on Rubin & Rubin's *'Qualitative Interviewing: The Art of Hearing Data',* there are four reasons as to why interviewing was implemented as the primary data source for this research study. First, the purpose of interviewing is to find out what someone has thought and is thinking to gain their honest and initial perceptions of various topics, "We interview people to find out from them those things we cannot observe" (Rubin & Rubin, p. 42). Second, qualitative interviewing is appropriately used when "studying people's understanding of the meaning in their lived world" (Rubin & Rubin, p. 45). Third, qualitative interviews can result in solid descriptions from participants that enable observers to make decisions about transferability of study results. For example, while interviewing selected participants in this study, because of descriptive explanations interviewees provided about their organization's mission and project origination I was able to better understand each NGO's reasoning in country choice. In this study, structured interview questionnaires allowed participants to give in-depth responses. Lastly, interviews increase the credibility of results as a triangulation of information was

obtained. Triangulation was incorporated as secondary data was initially collected through organizational websites, journals, and academic books and used to formulate personalized questions during the telephone interviews.

Prior to interviewing, the selected ten NGOs were contacted via phone and email. Initially unaware of their name(s), I asked to speak with a field manager of each NGO, informing them of the purpose of my study, and requesting their participation (Appendix A). Once a participant agreed to partake in the study, I asked them to provide verbal or written consent acknowledging their participation and granting me permission to record phone interviews. Of the ten organizations asked to participate in my research, eight organizations agreed to participate in phone interviews (Appendix D). Once a participant agreed to provide written consent, Appendix B was emailed to the participant, and they were requested to return the signed consent form via email to both myself and faculty advisor Cati Coe. To ensure that the interviews proceeded properly, once consent forms were received and participants informed me of an available date and time, they were thanked for their cooperation and I confirmed that I would speak with them on the chosen date. I also confirmed all interviews one day prior to the set interview date, to remind participants of the interview and to ensure that they were still available to speak with me. At the beginning of each interview, I reintroduced myself, orally reviewed the purpose of the study, and read the consent form to the participant to reconfirm their willingness to participate.

I then reminded them of guaranteed confidentiality and informed interviewees that follow-up questions may be asked at a later date, to encourage participants to clarify or elaborate on responses. But, a follow-up call was not necessary for any of the

participants. A series of eight to ten research questions (Appendix C) were asked

regarding: how participants' NGOs' became involved in funding water projects in Africa,

the different strategies implemented in their water projects, and their relationships with

governments. Interview times ranged between thirty and forty-five minutes. Once data

was collected through individual interviews, audiotapes were transcribed and transferred

from spoken to written scripts to ensure accuracy.

Finally, interviews were a critical part of this research study as I was able to learn more in

depth information about NGOs that their websites did not provide. Interview responses,

helped me to identify NGOs' objectives, relationships with governments, reasoning for

country choices and organization's goals for the future. Interviews also disproved my

hypothesis that NGOs' choices in countries are based on funding, as each NGO explained

that their decisions were based on established relationships and regional water statistics.

Part IV: Findings – Which countries are NGOs working in?

4.1 Background

This section will discuss the main themes and present the findings which arose from the interview process and subsequent data analysis. This section will define and discuss GDP per capita based on the World Bank's 2016 data. Sub-Saharan African countries that are currently worked in by chosen NGOs are then categorized as disadvantaged, mid-advantaged and advantaged based on GDP per capita. The GDP data of countries that NGOs are working in is important for this research because it contributes to my hypothesis, as I first believed that more advantaged and mid-advantaged countries were chosen because of the high amount of resources in those countries. Initially it seemed that funding and resources were what drove NGOs' choices on which countries to work in. Next, themes of interview responses are identified, analyzed, and interconnected, as NGOs' relationships are identified as a primary factor for many of their decisions – including choices of countries to work in. Lastly, this section recognizes that the main difference between celebrity- and non-celebrity-funded NGOs is their decision to focus on either sustainability or mass coverage.

4.2 GDP: Are NGOs Working in The Most Destitute Countries?

The gross domestic product of any country is important, as it represents the value of the goods and services but can be easily affected by economic changes, population, and supply and demand ratios. GDP has an indirect impact on the supply and demand for goods and services in a nation. GDP affects the resources that the citizens have so the poorer the economy is, the fewer resources available such as water pipes for domestic use. Statistics show that the lowest eleven GDP ranked countries of 2016 were in Africa

(South Sudan, Burundi, Malawi, Central African Republic, Madagascar, Niger, Mozambique, Democratic Republic of the Congo, Liberia, and Guinea) (World Bank). Although many countries in Africa have poor economies, there are wealthy countries as well. Mauritius, South Africa, and Libya are included in the CIA World Factbook's 2016 top one-hundred world rank of GDP per capita.

GDP per capita is defined by two components: nominal and purchasing power parity. The nominal GDP per capita is a nation's total productive output divided by the number of people in the country; while the purchasing power parity GDP per capita compares the exchange rate of goods and services that can be purchased in different countries (Central Intelligence Agency). The purchasing power parity GDP per capita is a country's gross domestic product divided by the mid-year population (World Bank). The GDP (PPP) per capita is useful because it shows the comparative performance of countries by measuring the national productivity and population's living standards. An increase in GDP (PPP) per capita means growth in the economy and causes an increase in purchasing power. Based on data collected from secondary information, all selected NGOs work with a total of twenty-four African countries (Chart 1), with GDPs per capita that range from $700 to $9,800 based on the CIA World Factbook 2016 Report.

I have categorized the twenty-four African countries based on GDP (PPP) per capita into three groups: disadvantaged, mid-advantaged and advantaged.

Advantaged	Mid-Advantaged	Disadvantaged
Swaziland	Mali	Mozambique
Nigeria	Uganda	Malawi
Ghana	Ethiopia	Niger
Zambia	Rwanda	Liberia
Cote D'viore	Burkina Faso	Democratic Republic of the Congo
Kenya	Zimbabwe	Burundi
Cameroon	South Sudan	Central African Republic
Tanzania	Sierra Leone	
	Togo	

Chart 1 – GDP Country Categorization

In this study, countries with GDPs (PPP) per capita ranging from $3,000 and higher are considered as advantaged. As these countries were included in the top two-hundred ranking of economies worldwide and have rapid economy growth (Central Intelligence Agency). Countries with GDPs per capita ranging from $1,500 to $2,900 are being considered as mid-advantaged; these countries are not poor but lack a stable economy and the process of supply and demand frequently fluctuate. Lastly, countries with GDPs per capita of $1,400 and lower are considered disadvantaged in this study, because these countries were included in the ranking of the twenty countries with the lowest GDP per capita worldwide for 2016 (Central Intelligence Agency). A low GDP represents high unemployment rates, destitute citizens, and a lack of major resources, causing a decrease in the number of consumers buying water and a decrease in the supported infrastructure offered by the government to provide water.

Table 2 – NGO GDP Classification
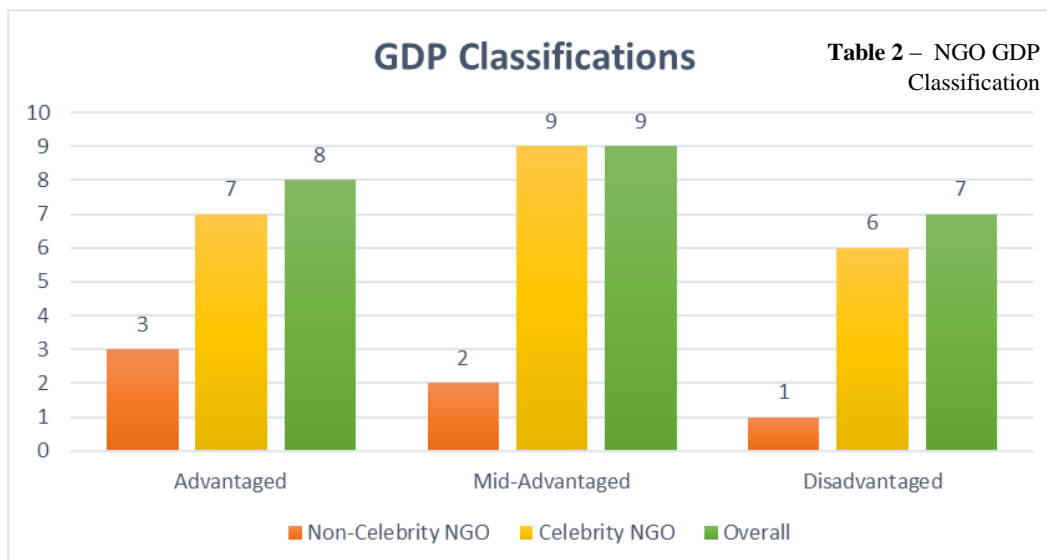
As shown in Table 2, eight of the countries selected NGOs are working in are categorized as 'advantaged', nine are 'mid-advantaged', and the remaining seven are 'disadvantaged'. It would be more comprehensible if there were more 'dis-advantaged' states being worked in. Yet the chart above shows otherwise, as 'advantaged' countries worked in are high for both celebrity and non-celebrity-funded NGOs. However, interview responses suggest that NGOs' decisions about countries were not based on their GDP per capita. Instead, decisions were based on their relationships with citizens, governments, and brand sponsors such as bottled water companies and internet marketing sources. Thus these relationships led them to work in 'mid-advantaged' and 'advantaged' states. Initially, I believed that more 'advantaged' and 'mid-advantaged' countries were chosen because of the prevalence of resources in those countries, but that had no effect of NGOs' choices. In fact, GDP per capita was not included in any of the participants' responses when discussing their organization's strategies.

4.3 The Significance of Networks and Relationships

All participants reported the history of their NGOs' founders, and though each response was unique, it appears all NGOs became involved with water projects in Africa through either hands-on experience with urban water scarcity or invitations from other

organizations/sponsors. A participant from a celebrity-funded NGO described how their organization was invited to work with water projects worldwide:

> *In 1998 the founders received a call from a bishop in Honduras and were informed of the country's need for water. The founders owned a company and began creating devices for filtering and cleaning water to get to the Honduras people. After helping the people in Honduras, the founders decided to help people worldwide obtain a clean water supply and created the [organization]. The organization was invited by several sponsors such as 'Samaritans First' and the 'World Bank' to get involved with water and sanitation with various countries.*
>
> *(Participant 3, CB)*

Participants from a celebrity-funded NGO and non-celebrity-funded NGO also share similar beginnings, as the founders of both organizations realized the water crisis first-hand

> *It all started when the founder spent some time in Liberia and he noticed the lack of water. He became immediately connected with the country and decided he wanted to do something to help. After returning to the United States, he started a birthday campaign, to raise money to aid water scarcity in Africa.*
>
> *(Participant 1, CB)*

> *[Our] founder worked in international adoption and Ethiopia was a country he visited. The urbanization in the country is what drew him to this country and the high need for water.*
>
> *(Participant 6, NCB)*

The founders of another celebrity-funded NGO realized the lack of clean water worldwide and decided to join together to change that. A participant from this organization stated:

> *[Founders] realized the fluctuation of water and sanitation levels in urban communities worldwide and decided to begin their first water project in Malawi, Africa. A variety of factors are considered in choosing a country and region in which to work: community motivation, costs, and the availability of a trustworthy NGO*

partner, the support of local government, and a safe environment. To ensure system sustainability, [we] require a commitment from the beneficiary community.

(Participant 4, CB)

Both celebrity-funded and non-celebrity-funded NGO participants shared similar responses on how their organization became involved in funding water throughout Africa. It was astonishing to discover neither celebrity association nor funding amounts affected the establishment of each organization. As non-profit organizations are completely funded by donations, I originally theorized that a large donation amount along with a passion for aiding those in need of water would have been the response of at least one NGO. Yet, instead, all responses were based on personal relationships or sponsor initiatives, rather than financial status.

Moreover, NGOs' reasoning for 'why they work in the countries that they do' was much like participants' responses regarding their organization's involvement in water projects in Africa. The personal connection founders established within funded countries drove this process:

> *Our founder grew up in Central African Republic and originally had a missionary career there. In 2003 Central African Republic, had undergone hardships and many of the missionary projects the founder worked on was stopped. Soon after, a for-profit water drill company was trying to sell off their business and the founder was contacted. He took over the company and turned it into a not-for-profit NGO for water sustainability in Central African Republic.*
>
> *(Participant 8, NCB)*

Other participants also stated the countries they work in were chosen by their partners/sponsors.

> *Countries are chosen based on World Bank, United Nations, and other partners/sponsors. We are asked to go to these places to help those destitute communities.*
>
> *(Participant 3, CB)*

These countries were chosen due to government non-funded support and our established good relationships with the governments.

(Participant 7, NCB)

We work with twelve brand partners, such as Google, Amazon Smile, and Keurig, in developing countries and the partners choose countries based on their needs.

(Participant 1, CB)

4.4 Data-Driven Initiatives

Furthermore, several participants' reasonings were statistically driven. Organizations realized the need for water in specific countries based on current data, in regards to climate, natural disaster, and lack of resources. Study analysis shows that six of the eight chosen NGOs focused on personal relationships, while two organizations, both celebrity-funded NGOs, focused on water scarcity as the major rationale, rather than over-emphasizing the relationships with other organizations.

Currently, we serve in countries that have the most critical water and sanitation needs. We hope that someday, we will be able to put ourselves out of business, but we felt that it was best to start with those most struggling for these precious commodities.

(Participant 2, CB)

[Our organization] performs a special data collection and analysis survey of any new areas that it considers working in. This data collection process ensures that all factors are considered in working in a new area. When new countries are considered, the first factor is a clear need for improved water supply and/or sanitation. A variety of factors are considered in choosing a country and region in which to work: community motivation, costs, and the availability of a trustworthy NGO partner, the support of local government, and a safe environment.

(Participant 4, CB)

Though most interview responses regarding NGOs decisions on country choices were based on relationships, participants 2 and 4 reported their decisions were data driven. Both celebrity-based participants stated their NGOs focused on the historical and current data of the countries they work in, in hopes of changing the statistics for the better.

4.5 NGOs Relationships with Governments

None of the selected participants expressed a desire to work in a country in which they had been unable to do so. The relationships they have in these countries, with local people and government officials, propel their commitments. As the governments monitor what NGOs are doing, NGOs must report all updates and receive approval of all implemented strategies. In this study, five out of eight participants reported positive relationships with local and/or national governments and detailed the support governments provide. Although Bratton's research discusses governments' negative relationships with NGOs, due to the lack of support and enforced strict laws, participants of this study only reported positive relationships.

> *Governments are very supportive. They help us work in schools, shelters, and orphanages. Mainly with schools, governments are very helpful. The 'Ministry of Civil Affairs' aids the educational bureau and the national government helps to construct a productive model.*
>
> *(Participant 6, NCB)*

> *We work closely with water ministries and local governments. Local governments give [us] approval for projects and informs us of project updates and yearly changes in laws and restrictions.*
>
> *(Participant 8, NCB)*

Participant 7, from a non-celebrity-funded NGO, reported that the countries they work in were chosen because of the government support. Though the government does not provide funding, their relationship is substantial, as the government suggests strategies for each community and helps with custom duties/allowances so that various resources can be received.

4.6 Sustainability vs. Mass Coverage

Finally, all NGO interviewees were asked about the future of their organization and positive goals set for the organization's advancements. Because economic water scarcity is a prevalent issue in Sub-Saharan Africa, all the NGOs provide water to those who need it. All interviewed NGOs stated that their organizations implement clean water systems mainly through standpipes and occasionally use other irrigation systems such boreholes, hand pumps, and dug wells. These strategies allow organizations to not only provide clean water to many people, but also create a maintainable water source. One non-celebrity-funded NGO, represented by participant seven, created a unique filtration straw that purifies water so that it is safe for consumption. NGO participants are passionate about making an impact, yet their approaches differ. As shown in Table 3, the average amount of African countries worked in by participating celebrity-funded NGOs is ten. However, for non-celebrity NGOs the average amount of African countries worked in is only two.

Participant Number	NGO Type	Number of African Countries
1	CB	15
2	CB	5
3	CB	18
4	CB	3
5	NCB	4
6	NCB	1
7	NCB	1
8	NCB	2
Table 3 – Number of African Countries	**CB Average**	10.25
	NCB Average	2

Celebrity-funded NGOs main focus is helping many individuals by establishing water projects within numerous African states, since their goal is to provide an abundance of clean water. Participant 1, from a celebrity-funded NGO, shared that her organization jokes internally that their goal is to make their NGO go out of business by ending the water crisis. Other celebrity-funded NGO interview responses include:

Currently exploring alternative channels, for water implementation with the goal of achieving a bigger impact through partnering with larger commercial banks, digital financial service providers, and water service providers. Going forward, we are in the process of launching a similar program design with other commercial banks, as well as continuing working with household-level water microfinance institutions to reach more people with access to water and sanitation services with market-based solutions in Kenya.

(Participant 2, CB)

There is a camp in Guinea-Bissau, Africa that is being split up causing over 250,000 refugees need for clean water for survival. Originally [our NGO] took on helping 50,000 people. Now we must help the full 250,000, so it is our plan to get all of those people clean water in the upcoming years.

(Participant 3, CB)

We plan to get water coverage in all districts including schools, churches, and communities.

(Participant 4, CB)

On the other hand, non-celebrity-funded NGOs mainly focus on sustaining clean water systems by remaining in a few selected areas. Participant 5, from a non-celebrity-funded NGO stated, "Our goal is to build a socially conscious generation of young people who end the global water crisis", which shows the organizations commitment to the people they are now helping. As this NGO wants to make a generational impact by not only implementing a clean water system, but also making it sustainable. Other non-celebrity NGOs stated:

Our organization wants to keep up our goal of 100 % water coverage in the schools we work in. And we would like to improve in sanitation worldwide by implementing clean toilets and water systems.

(Participant 6, NCB)

With our long-term commitment for all of the countries mentioned, we want to continue to globally help countries, in and out of Africa, get clean water.

(Participant 7, NCB)

Our goal is to build long-term sustainable systems in Central African Republic. By 2020 we would like to saturate CAR with new wells and responsive water processes so

that it is spread throughout the rest of the country. We are focused on where wells are drilled and how the maintenance is delivered. We would like to see everyone in CAR with clean water by 2030. Sustainability is key!

<div align="right">*(Participant 8, NCB)*</div>

While discussing their organization's plans for the future, non-celebrity-funded NGOs used phrases like 'long-term' and 'we want to continue', proving that sustainability is important to them. However, celebrity-funded NGO participants used phrases such as 'coverage for all' and 'more people' when discussing their organizations' future proving that these organizations concentrate on giving clean water to as many people as possible.

4.7 Analysis Conclusion

Hence, based on interview responses, celebrity-funded NGOs focus more on mass access to clean water by creating water projects within many African states whereas non-celebrity-funded NGOs focus mainly on sustaining clean water for individuals by remaining in a few selected areas. As shown in Table 3, celebrity-funded NGOs are working in more African countries while non-celebrity NGOs seem to focus on small communities within one or two countries. For example, the celebrity-sponsored organization, represented by participant 2, works in fifteen countries worldwide, while the non-celebrity-funded organization, represented by participant eight, works in several villages within the country of Central African Republic. As both approaches, of sustainability and mass coverage, have pros and cons, each NGO has positive intentions.

Part V

5.1 Conclusion

The purpose of this study was to identify the differences in celebrity- and non-celebrity-funded NGOs' reasoning about which countries to aid. At the beginning of this research, I hypothesized that celebrity-funded NGOs are working in more countries due to added funding resources. However, it appears that this is wrong. Based on secondary information gathered from each organization's website as well as primary information obtained through phone interviews with NGO representatives it appears celebrity-funded NGOs and non-celebrity NGOs share more similarities than differences. Based on this study's findings, two main reasons as to why NGOs are aiding particular countries are because of established relationships and water scarcity statistics. As many participants explained, natural disasters and water shortages in various African states motivated their organization to want to help those in need. Each NGO's relationship with local and/or national government plays a vital role in the organization's hands-on approach with African communities because government compliance allows NGOs to be aware of community needs and developments. Also, the water scarcity statistics have affected some NGOs so much so that all participating not-for-profit groups' future goals include providing water to as many people as possible. A participant from a celebrity-funded NGO even stated their organization's overall goal is to 'end the water crisis'.

Moreover, interview reports show that there are not any countries interviewed NGOs attempted to work in but were unable to. It appears that these organizations are not facing hardships with administering their projects in countries; their methods just vary. This again proves my hypothesis to be wrong. The reason non-celebrity NGOs are working in

fewer areas than celebrity-funded NGOs is not because of differences is funding but differences in approach. The non-celebrity-funded organizations seem more concerned with implementing and sustaining clean water irrigation systems in areas and staying there until clean water flow is consistent rather than implementing irrigation systems in one area than looking for other areas to help as well. This can be a positive technique, as it guarantees consistent clean water for a group of people and enforces a system that may last a lifetime. However, it does limit those who are helped, because there are millions of people who could benefit from their assistance. On the other hand, celebrity-funded NGOs value sustainability, but find it more important to help as many people as possible, by implementing as many irrigation systems in destitute areas as possible. This is also a positive technique, as it maximizes the number of people receiving clean water and expands the organization's efforts. But this technique does not guarantee sustainable water for those being helped, as it only warrants exposure to clean water; the water supply may not last. It seems that organizations feel that they must choose to focus on longevity or mass coverage.

The findings of this research are relevant to the wider study of the comparison between celebrity-funded NGOs and non-celebrity-funded NGOs. This study highlighted that the effects and types of water scarcity as well as the effects of GDP on Sub-Saharan Africa. As I originally theorized that the major differences between celebrity- and non-celebrity NGOs are due to economic capacity, findings show that this is not true. The findings of this research show both NGO types have a mission which focus on promoting and defending a specific cause, yet in doing so their methods differ. By comparing several celebrity-funded NGOs and non-celebrity-funded NGOs this study discovered the

significance of data driven initiatives and established relationships, in relation to NGOs'

country choices.

Appendix A – Invitation to Participate

Dear (NGO representative),

My name is Imani Carroll and I am currently a graduate student at Rutgers University – Camden. I am working on my master's thesis on non-governmental organizations that fund water projects in one or more countries in Africa. At the age of thirteen I took my first trip to Ghana, West Africa with my high school humanities class and since then I have researched various African countries, organizations, and projects in hopes of expanding my knowledge on the development of the continent. By researching NGOs I plan to discover the reasoning behind each organization's strategies and choice of countries.

Currently, I am conducting interviews to learn more about the approaches of NGOs that work on funding water projects in Africa. As someone working on programs for [organization name], you are in an ideal position to give me valuable firsthand information from your own perspective.

The interview will take 45-60 minutes by phone. I am simply trying to capture your thoughts and perspectives on water projects. All responses **will** be kept confidential. Each interview will be assigned a number code to help ensure that personal identifiers are not revealed during the analysis and presentation of findings. There is no compensation for participating in this study. Your participation will be a valuable to my research which could lead to greater public understanding of the need for water projects in Africa.

If you are willing to participate please suggest a day and time that suits you and I'll do my best to be available. If you have any questions or concerns, please do not hesitate to raise them.

If there is someone else in your organization whom you think would be better able to assist me, please let me know.

All the best,

Imani Carroll

Appendix B – Consent Forms

<u>Interview Consent Form</u>
<u>with Audio/Visual Recording</u>

I am a graduate student in the department of Liberal at Rutgers University, and I am conducting interviews for my Master's thesis. The purpose of this study is to gain a better understanding of the mission and approach of several non-governmental organizations working on water projects in Africa. I hope to identify reasons why specific countries were chosen by various non-governmental organizations.

During this study, you will be asked to answer some questions as to choices in funding specific countries as opposed to others. This interview was designed to be approximately a half hour in length 45-60 minutes. A follow-up call may be made to ask additional questions if further clarity is needed. However, please feel free to expand on the topic or talk about related ideas. Also, if there are any questions you would rather not answer or that you do not feel comfortable answering, please say so and we will stop the interview or move on to the next question, whichever you prefer. We will be asking for your permission to allow for audiotaping of the interview conversation as part of the research study; however, you do not have to agree to be recorded in order to participate in the research.

This research is confidential. Confidential means that the research records will include some information about you and this information will be stored in such a manner that some linkage between your identity and the response in the research exists. Some of the information collected about you includes: name of employers/NGO and job titles. Please note that we will keep this information confidential by limiting individual's access to the research data and keeping it in a secure location, in an encrypted folder that only I will have the password to. The data gathered in this study are confidential with respect to your personal identity unless you specify otherwise.

The research team and the Institutional Review Board at Rutgers University and my faculty advisor, Cati Coe, are the only parties that will be allowed to see the data, except as may be required by law. If a report of this study is published, or the results are presented at a professional conference, only group results will be stated. As per federal regulations, all study data will be kept until 3 years after the end of my study. I will then permanently delete the folder and any additional gathered information and notes.

You are aware that your participation in this interview is voluntary. You understand the intent and purpose of this research. If, for any reason, at any time, you wish to stop the interview, you may do so without having to give an explanation.

There are no foreseeable risks to participation in this study.

You have been told that the benefits of taking part in this study may be: I will gain better understanding about the various NGO's in Africa regarding water contributions. However, you may receive no direct benefit from taking part in this study. You will not receive any payment or other compensation for participation in this study.

The recording(s) will be used so that all information gathered is accurately received and quoted.

The recording(s) will include only your responses to interview questions. I will not include any personal identifiers such as your: name, telephone number or email address. If you say anything that you believe at a later point may be hurtful and/or damage your reputation, then you can ask the interviewer to rewind the recording and record over such information OR you can ask that certain text be removed from the dataset/transcripts.

The recording(s) will be stored on my private computer in an encrypted folder that only I will have the password to. The recordings will be kept until 3 years after the end of my study.

If you have any questions about the study or study procedures, you may contact myself at:

Imani Carroll
192 Randolph Ave., Apt.2
Jersey City, NJ 07305
(347) 417-6174
Isc17@scarletmail.rutgers.edu

You may also contact my faculty advisor:

Dr. Cati Coe
Professor/Advisor
Department of Soc., Anthro., and CJ
Rutgers University
Camden, NJ 08102
ccoe@camden.rutgers.edu

If you have any questions about your rights as a research participant, you can contact the Institutional Review Board at Rutgers (which is a committee that reviews research studies in order to protect research participants).

Institutional Review Board
Rutgers University, the State University of New Jersey
Liberty Plaza / Suite 3200
335 George Street, 3rd Floor
New Brunswick, NJ 08901
Phone: 732-235-2866
Email: humansubjects@orsp.rutgers.edu

You will be offered a copy of this consent form that you may keep for your own reference.

Once you have read the above form and, with the understanding that you can withdraw at any time and for whatever reason, you need to let me know your decision to participate in today's interview.

Your signature on this form grants the investigator named above permission to record you as described above during participation in the above-referenced study. The investigator will not use the recording(s) for any other reason than that/those stated in the consent form without your written permission.

Subject (Print) _____

Subject Signature_____ Date _____

Principal Investigator Signature _____ Date _____

You will be given a copy of this consent form for your records. By participating in the above stated procedures, then you agree to participation in this study.

Appendix C – Interview Questions

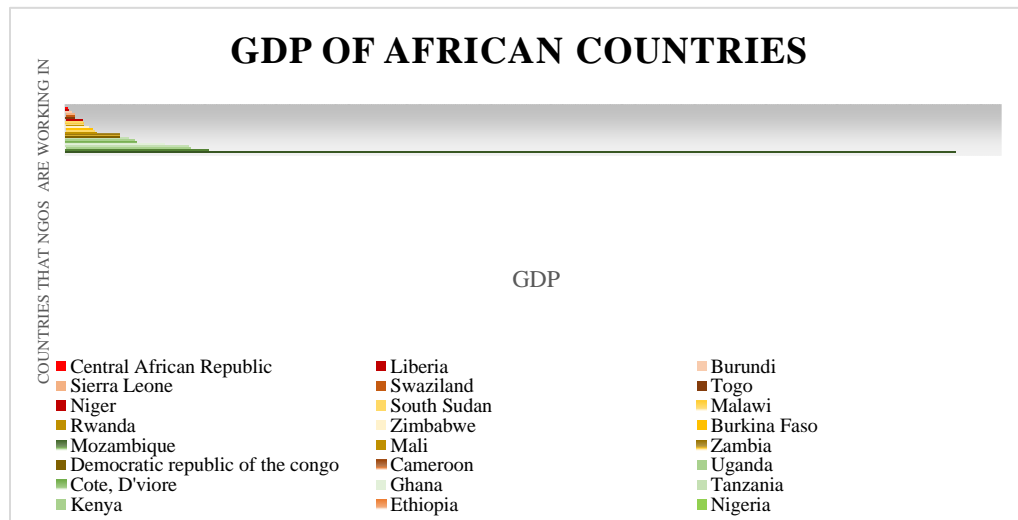*The following questions are personalized based on data collected from each organizations website:*

1. How did your organization get involved in funding water projects in Africa?
2. Your website states that you work with various countries such as X, Y & Z. Why were these countries chosen?
3. Are there countries you tried to work in but you were unable to? Why?
4. What different strategies are being used in these projects?
5. As an NGO, what are your relationships with the governments in these countries? Are they supportive?
6. What are some of your fundraising strategies?
7. I noted from your website that your requested donor amount is ___. May, I ask why your organization asked for that as the donation amount?
8. Lastly, what are your organization's plans for your water project(s) in the future?

Appendix D

Participant Number	Celebrity-Funded/ Non-Celebrity-funded	Additional Comments
1	CB	
2	CB	
3	CB	
4	CB	
5	NCB	
6	NCB	
7	NCB	
8	NCB	
9	NCB	*Did not participate
10	CB	*Did not participate

Appendix E – GDP Chart

Countries	GDP	Ranking	How many orgs work here
Nigeria	$1,089,000,000,000	24	1
Ethiopia	$174,700,000,000	69	6
Kenya	$152,700,000,000	75	5
Tanzania	$150,600,000,000	76	3
Ghana	$120,800,000,000	82	3
Cote, D'viore	$87,120,000,000	88	1
Uganda	$84,930,000,000	92	7
Cameroon	$77,240,000,000	95	1
Democratic Republic of the Congo	$66,010,000,000	101	2
Zambia	$65,170,000,000	102	1
Mali	$38,090,000,000	118	1
Mozambique	$35,310,000,000	124	2
Burkina Faso	$32,990,000,000	128	3
Zimbabwe	$28,330,000,000	134	1
Rwanda	$21,970,000,000	142	3
Malawi	$21,230,000,000	143	3
South Sudan	$20,880,000,000	146	2
Niger	$20,270,000,000	147	1
Togo	$11,610,000,000	155	1
Swaziland	$11,060,000,000	157	1
Sierra Leone	$10,640,000,000	158	3
Burundi	$7,892,000,000	164	1
Liberia	$3,881,000,000	178	2
Central African Republic	$3,206,000,000	184	2

GDP OF AFRICAN COUNTRIES

COUNTRIES THAT NGOS ARE WORKING IN

GDP

- Central African Republic
- Liberia
- Burundi
- Sierra Leone
- Swaziland
- Togo
- Niger
- South Sudan
- Malawi
- Rwanda
- Zimbabwe
- Burkina Faso
- Mozambique
- Mali
- Zambia
- Democratic republic of the congo
- Cameroon
- Uganda
- Cote, D'viore
- Ghana
- Tanzania
- Kenya
- Ethiopia
- Nigeria

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